

# New Partnership between Carrentals.co.uk and Highways Agency in Place to Promote Safer Driving in Britain



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*New partnership in place to help drivers to understand how to be safe on the roads this summer as many set to staycation*



August 17 2010 – Long journeys should be broken up with regular breaks according to the advice given by Carrentals.co.uk and Highways Agency. The two travel experts have joined up to promote safer driving advice in time for the summer holiday season.

With staycationing proving just as popular as last year that saw 37 million Brits enjoy their summer break at home, the two companies have joined up to help Brit holidaymakers to understand more about road safety.

The importance of taking lots of breaks during long journeys has been pushed as a top priority for many drivers and [car hire](#) specialists,

Carrentals.co.uk, decided to join up with the Highways Agency in a bid to promote safer driving this summer.

Talking about the new partnerships with the [Highways Agency](#) is the Managing Director of Carrentals.co.uk: "We want to help families in the UK to be able to afford to do more this summer and that was why we launched the Get Out More campaign. Our new partnership with the Highways Agency is all about helping people in the UK to take to the roads here more safely than ever before by providing people with advice that will help them to stay safe."

Information on how to make a journey safer can be found on the Carrentals section entitled Get Out More. Live maps for planning a journey as well as DAB Traffic Radio and route planning systems can all be used thanks to the new partnership.

Anyone who wants to '[Get Out More](#)' this summer to many of the UK's top attractions and landmarks can do so for less and everything from balloon flights to aquariums can be visited at discounted prices.

[www.carrentals.co.uk/get\\_out\\_more](http://www.carrentals.co.uk/get_out_more) is the place to visit to find out more about what attractions are currently available at discounted prices and anyone who wished to use the route planner should go to [www.carrentals.co.uk/get\\_out\\_more/highway\\_agency\\_summer\\_getaway.html](http://www.carrentals.co.uk/get_out_more/highway_agency_summer_getaway.html).

The primary message in the Highway Agency's campaign called Summer Getaway is road safety as many more Brits look set to be taking to the roads in the UK rather than abroad.

Carrentals.co.uk compares car hire deals from up to 50 rental companies, including Alamo, Auto Europe, Budget, easyCar, Holiday Autos and Sixt, in over 9,000 locations worldwide.

To compare the latest car hire deals visit [www.carrentals.co.uk](http://www.carrentals.co.uk).

/ends.

## **About**

## **Carrentals.co.uk**

Carrentals.co.uk was launched in February 2003 and grew to become one of the UK's leading online car hire companies by 2006.

In 2007 the company re-launched its site to create the first major online price comparator in the travel industry. Using the latest

technology the Carrentals.co.uk site now searches up to 50 different car hire websites, providing an impartial comparison of the best prices available in over 9,000 locations.

Websites searched include Alamo, Auto Europe, Budget, easyCar, Ebookers, Hertz, Holiday Autos, Opodo, Sixt and Thrifty, with the Carrentals.co.uk site quickly comparing prices and allowing customers to refine their search by car type.

The Carrentals.co.uk site also features over 5,000 pages of travel information in a mini-guide format.

In 2008 Carrentals.co.uk was voted Best Car Hire Website in the Travolution Awards. To book or for further information visit [www.carrentals.co.uk](http://www.carrentals.co.uk)

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